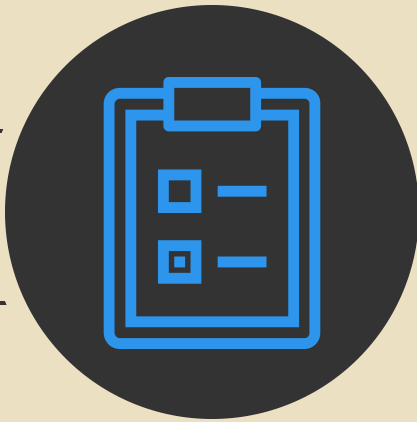
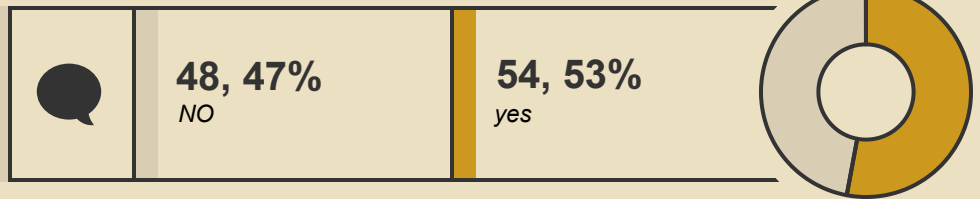


CASE STUDY - SALES LOST SALES ANALYSIS

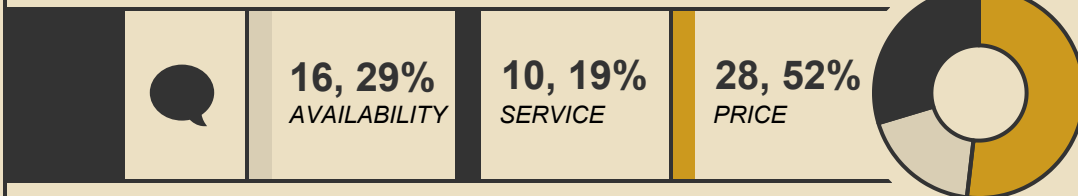


This Case Study represents those customers contacted over a 6-month period from a Toyota dealer in Far North Queensland whose customers were recorded as having the 1,000-kms service but purchasing elsewhere.

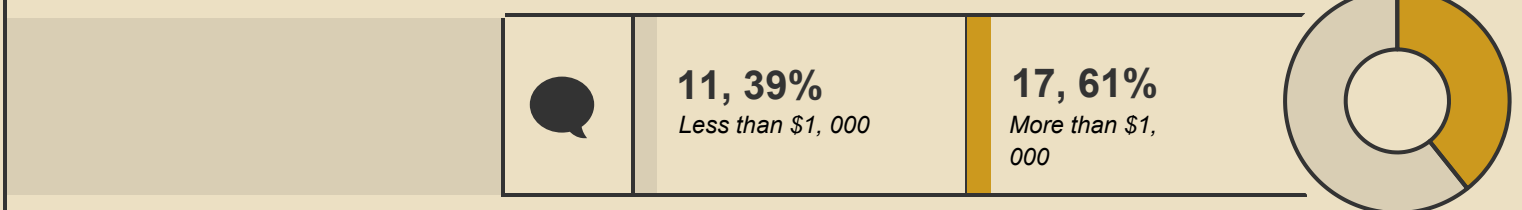
Did you give us an opportunity to earn your business?



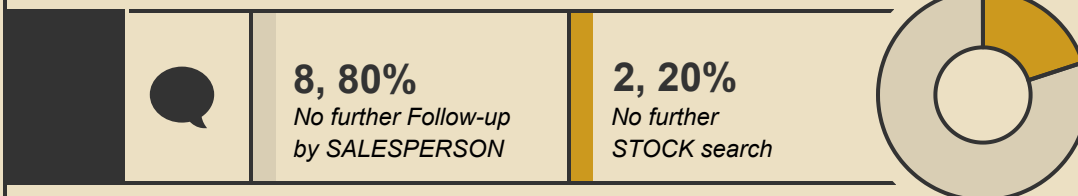
Why did you not purchase your vehicle from our dealership?



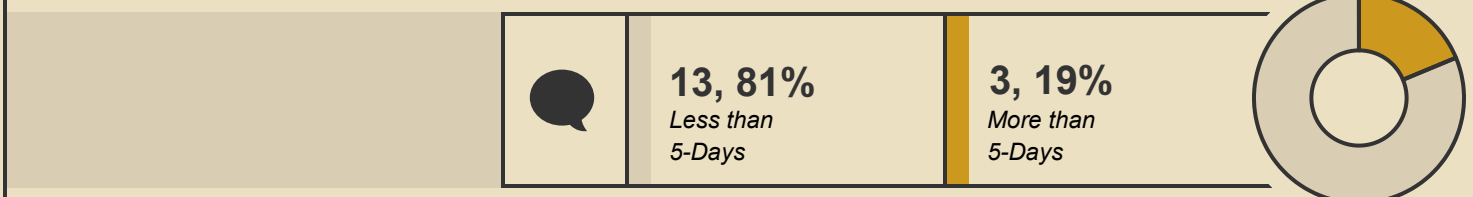
If PRICE, how much roughly were we beaten by?



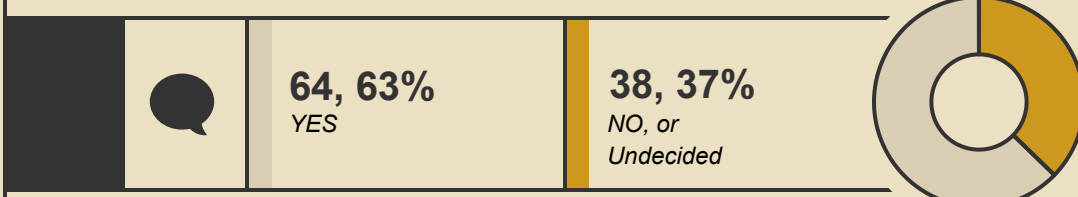
If SERVICE, what problem did you encounter?



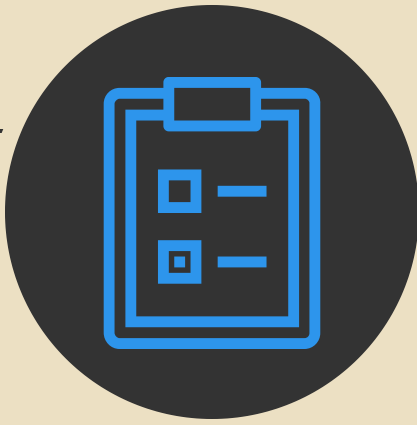
If AVAILABILITY, how much longer would you have waited?



Would you consider buying from us in the future?



CASE STUDY - SALES LOST SALES ANALYSIS



Further reasons why customers opted to purchase from another dealership other than their servicing dealer was:

1. Lease vehicle - decision made by Head Office / purchasing officer
2. Vehicle was an Insurance Claim replacement
3. Purchased while out-of-town
4. Poor previous sales experience

SALES LEAD - EXAMPLE 1

Dianne mentioned that her husband will be looking for a Utility in the next 6-months and knows he has his eye on the Hilux. They don't have a colour preference at this stage.



Dianne, however would like it to come with fabric seating; rust proofing / protection; tinted windows, a tow bars, and a 2-way radios so they can communicate with the office when out on the road.

This vehicle will either be purchased with a lease option or using their ABN and if business goes well can pay a \$10,000 deposit.

SALES LEAD - EXAMPLE 2

During my conversation with Michael, he stated that he will be looking at purchasing another vehicle within the next 12-to-18-months.



Michael will need a runabout for his son; who will be on his "OPENS" by then and is looking at getting him his first car. He isn't after anything fancy but needs a good reliable car and has a \$14,000 budget.

If this budget allows he is thinking of a 2015 - 2017 model.

FEEDBACK EXAMPLE 1

When speaking with Peter and he stated that he did visit our dealership to "see what sort of deal could be offered for two vehicles" but ultimately he found a better deal elsewhere and went with that.

He always looks for the best deal when he is purchasing and although he has purchased from us in the past and has been happy with our service overall he couldn't pass up this offer.

FEEDBACK EXAMPLE 2

Spoke with Ewa and she didn't purchase or consider us for this purchase as her insurance company was making the all the arrangements for a replacement on her previous car that was written off. She would have preferred the vehicle being purchased here but she didn't have any say. She was very impressed with the level of service from the service centre and would like a call in five months to arrange the next service.

FEEDBACK EXAMPLE 3

Spoke with Susan; who drives the vehicle and she mentioned that she and Ben did not really shop around for this purchase as they had decided to purchase from the dealer in Kingaroy.

Susan's Parents are still living in Kingaroy and the family is friends with the DP there and thus purchased through that dealership. Susan is however pleased with the level of service from our service department and will look to service her vehicle with us. She also stated that her husband's family have recently purchased a car here and will look to upgrade with us next time whenever that may be.

FEEDBACK EXAMPLE 4

Spoke with Kirsten and she said she and her husband did come into our dealership to find out about a new vehicle, but also had a Car broker working with them to help with the leg work. Kirsten said that it came down to a price and she did call her sales person to see if he could match a quote price, but unfortunately no one got back to her and was told "he was busy with other deliveries".

This meant that the deal was done with Broker as a decision needed to be made quickly. Kirsten said that it was unfortunate as she would have purchased from us, being the local dealer. However Kirsten is happy with the vehicle and despite not purchasing here was blown away at how the (service) staff looked after her during her initial inspection service and she will definitely be back in the future.

FEEDBACK EXAMPLE 5

Spoke with Jovan and he said that he and his family had come into the dealership first to look at the car they were interested in, as we are the local dealer wanted to find out about the vehicle and features and then look to talk options and purchasing.

Unfortunately Jovan stated that we seemed to be quite busy, and the only staff member available was one of the new salespeople who could not really help as he still learning himself.

There seemed to be a few staff who were walking around no one seemed in a hurry to service Jovan and his family. In the end Jovan did meet with one of the finance staff, but he wanted to learn more about the vehicle he had his eye on and more questions about that rather than talking with the finance department. Jovan in the end left and then sought out the services of vehicle broker and left all the running around and sourcing quotes etc. to him.

